



# Why a Paper Campaign?

[www.MassRecyclesPaper.org](http://www.MassRecyclesPaper.org)

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Recycling has come a long way in Massachusetts since the late 1980s. Today, more than 90% of the Commonwealth's residents have access to convenient recycling services. And yet, each year our residents and businesses throw away 1.5 million tons of paper, that they could be recycling. What's more, it costs about \$100 million to dispose of that paper at a landfill or incinerator.

## **What if we convinced our citizens & businesses that paper is too precious to throw away?**

The result would be more money in municipal coffers and a better "bottom line" for businesses. And a healthier climate due to the energy savings that are realized when materials are recycled instead of thrown away.

That's what the Mass Recycles Paper campaign is all about -- getting more paper out of the trash and into the recycling bin. ***The Grassroots Guide to Recycling More Paper*** provides simple, turn-key strategies for spreading the word about **how much we can save** by recycling an additional one million tons of paper each year.

So take a look inside this Guide. There's no one-size-fits all – you can pick and choose what works best for your community. And best of all, MassDEP's Municipal Assistance Coordinators stand ready to help you. Is your community ready for the challenge? How much can **your** community save?

The ***Mass Recycles Paper!*** campaign is a project of MassRecycle, Inc. with support from the following public and private entities as of June 20, 2007:

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